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Arkadium's Mahjongg Dimensions Exceeds One Million Monthly Active Users on Facebook

Casual game developer's first foray into social games hits milestone in two months; 300 additional games to follow

New York – March 16, 2010 – Arkadium, a game developer for the casual, social and advergaming markets, today announced that its first Facebook game, [Mahjongg Dimensions](#), has exceeded one million monthly active users. The popular game, which launched in the middle of January, has consistently been listed by [Appdata](#) as a top 20 Facebook games gainer and maintains a strong percentage of daily active users.

“We are extremely excited to have exceeded the one million user mark in such a short time frame. Now that we have proven we can successfully build an audience on Facebook, our primary focus will be to further monetize it,” said Kenny Rosenblatt, CEO of Arkadium. “Many of the 300 games in our library have the DNA to become great social games. We plan to follow the same recipe we did with Mahjongg Dimensions and replicate this success over and over again.”

Fueled by the simplicity of casual game engines and the growing audience overlap between online and social games, Mahjongg Dimensions' success is proving that casual game developers can make the leap to social. The game is currently ad and offer-free and is monetizing via cross promoted Deluxe downloadable game sales. Other monetization features scheduled to be introduced this month include the sale of virtual items and in game power ups along with mobile versions.

Mahjongg Dimensions first launched as a web game in 2009 and is available on many of Arkadium's client sites. With the successful Facebook launch of this one game, and over 300 casual games already in the Arkadium library, the company plans to move strongly into social game development. Arkadium plans to launch five additional Facebook games in the second quarter of this year.

About Arkadium

Arkadium is a premier game solutions developer for the casual, social and advergaming markets. The company's growing archive of Flash-based and custom game solutions currently reach millions of people through some of the most popular online destinations and corporate branded sites on the Internet. For more information visit:

<http://www.arkadium.com>.